

			Attitude to Farage									
			Lover					Hater				
			total	Farage Rating		Gender		total	Farage Rating		Gender	
			1	Under 40	40 and above	Male	Female	1	Under 40	40 and above	Male	Female
ns	1	Weighted N	617	30	587	468	149	507	178	329	271	236
		Unweighted N	617	30	587	468	149	507	178	329	271	236
Taking everything into account, using the 0 to 10 scale, where 10 means strongly like, and 0 means strongly dislike, how do you feel about the speech you have just watched?	0 - Strongly dislike	%	0	0	0	0	0	15	21	12	14	17
	1	%	0	0	0	0	0	6	6	6	7	6
	2	%	0	0	0	0	0	10	11	9	9	11
	3	%	0	0	0	0	0	10	12	9	13	7
	4	%	0	0	0	0	0	9	12	7	9	9
	5	%	1	7	1	1	1	12	12	12	9	16
	6	%	1	7	1	0	3	11	10	11	13	9
	7	%	3	13	3	3	5	13	10	14	12	14
	8	%	13	17	12	14	9	7	3	9	8	6
	9	%	19	17	19	19	19	3	2	3	3	3
	10 - Strongly like	%	62	40	64	62	64	5	2	7	5	5
	Don't know	%	0	0	0	0	0	0	0	0	0	0
dial2m	Mean		9.3	8.5	9.4	9.3	9.3	4.3	3.6	4.7	4.4	4.3
What, if any, of the following words describe your feelings about the speech? (Please tick up to four)	Uneasy	%	3	7	3	3	3	52	55	50	50	54
	Interested	%	80	80	80	80	82	39	29	45	39	39
	Bored	%	1	10	1	1	3	25	34	21	23	28
	Angry	%	2	0	2	2	1	17	21	16	15	20
	Hopeful	%	76	73	76	76	76	16	10	19	16	16
	Disgusted	%	0	0	0	0	0	13	21	9	12	15
	Afraid	%	0	0	0	0	1	11	12	10	10	13
	Confident	%	46	37	47	47	44	7	5	8	6	8
	None of the above	%	1	0	1	1	1	5	7	4	7	3
	Proud	%	40	50	40	40	41	3	2	4	3	4
	Happy	%	30	17	31	33	22	3	1	4	3	2
Don't know	%	0	0	0	0	0	0	0	0	0	0	

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Which of the following people do you think the speech was mainly aimed at? (Please tick up to three)		People who are not sure which party to vote for at the general election	%	53	43	54	54	50	46	39	50	37	57	
		The British public generally	%	81	77	81	79	87	43	34	48	40	46	
		People who usually do not vote at general elections	%	37	33	37	37	38	29	24	32	30	28	
		UKIP supporters	%	8	10	8	9	8	27	31	24	30	24	
		People in England	%	16	7	16	16	14	22	26	20	23	21	
		Conservative supporters	%	11	23	11	12	9	17	16	17	20	12	
		Journalists	%	5	7	4	6	1	13	17	10	15	10	
		Poorer people	%	3	7	3	2	5	13	19	10	11	16	
		People who usually vote at general elections	%	24	17	24	24	22	11	10	12	11	11	
		Labour supporters	%	7	7	7	8	4	10	9	10	10	10	
		Older people	%	2	0	2	2	2	8	8	8	10	6	
		People who live in smaller towns	%	1	3	1	1	2	7	11	5	6	9	
		Younger people	%	3	0	3	3	1	6	5	6	6	5	
		Politicians	%	6	10	6	6	7	5	6	5	6	4	
		Liberal Democrat supporters	%	3	3	3	3	3	3	1	4	4	2	
		People who live in the countryside	%	1	0	1	2	0	3	4	2	3	3	
		Men	%	1	3	1	1	1	3	5	2	4	2	
		Richer people	%	1	0	1	1	0	2	3	1	1	2	
		People who live in bigger cities	%	1	3	1	1	1	2	1	3	2	3	
		People in Scotland	%	0	0	0	0	1	1	0	1	1	0	
		Women	%	1	3	1	1	2	0	0	0	0	0	
		Don't know	%	0	7	0	0	1	0	1	0	0	1	
		None of the above	%	0	0	0	0	0	0	1	0	1	0	
	People in Wales	%	0	0	0	0	1	0	0	0	0	0		
Using the 0 to 10 scale, where 10 means trust a great deal, and 0 means not trust at all, how much do you trust Nigel Farage?		0 - Do not trust at all	%	0	0	0	0	0	34	39	30	33	34	
		1	%	0	0	0	0	0	8	11	7	6	11	
		2	%	0	0	1	1	0	10	10	10	10	9	
		3	%	0	0	1	1	0	12	12	12	12	12	
		4	%	0	0	0	0	1	5	6	4	4	6	
		5	%	2	7	2	2	3	13	12	13	15	10	
		6	%	3	13	2	2	5	7	6	7	7	6	
		7	%	12	13	12	13	9	7	3	8	7	6	
		8	%	25	30	25	26	23	3	1	4	3	3	
		9	%	22	17	22	21	23	1	0	2	0	2	
		10 - Trust a great deal	%	34	20	35	34	36	2	1	2	3	0	
		Don't know	%	0	0	0	0	0	0	0	1	0	1	

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ns	1	Weighted N	617	30	587	468	149	507	178	329	271	236
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dial5m		Mean	8.6	8	8.6	8.6	8.6	2.8	2.2	3.1	3	2.6
Using the 0 to 10 scale, where 10 means very persuasive and 0 means not at all persuasive, how persuasive do you find Nigel Farage?		0 - Not at all persuasive	0	0	0	0	0	14	17	12	13	15
		1	0	0	0	0	0	6	10	4	7	6
		2	0	0	0	0	0	6	10	4	4	8
		3	0	0	0	0	0	9	10	9	8	10
		4	0	7	0	0	1	7	5	7	9	4
		5	1	0	1	0	2	12	13	11	13	10
		6	1	0	1	1	1	12	13	11	15	8
		7	7	7	7	8	5	18	12	21	17	19
		8	21	43	20	22	19	10	4	12	8	11
		9	23	13	24	23	23	5	3	5	3	6
		10 - Very persuasive	46	30	47	45	49	3	1	4	2	4
	Don't know	0	0	0	0	0	0	0	0	0	0	
dial6m		Mean	9	8.4	9	9	9	4.7	3.9	5.2	4.7	4.8
After watching the speech would you say you feel more favourable or less favourable towards Nigel Farage specifically?		Much more favourable	53	43	54	54	52	8	5	10	8	8
		A little more favourable	28	43	27	28	27	30	28	30	27	32
		A little less favourable	0	3	0	0	1	6	11	4	7	6
		Much less favourable	0	0	0	0	0	8	10	8	7	10
		It has made no difference	18	10	19	18	20	47	46	48	50	44
		Don't know	0	0	0	0	1	0	1	0	0	0
After watching the speech would you say you feel more favourable or less favourable towards the United Kingdom Independence Party (UKIP) generally?		Much more favourable	56	33	57	56	56	6	2	7	6	6
		A little more favourable	27	50	26	29	21	26	21	28	23	29
		A little less favourable	0	3	0	0	1	7	11	5	10	4
		Much less favourable	0	0	1	1	0	9	10	9	8	10
		It has made no difference	16	13	17	15	21	52	56	50	54	50
		Don't know	0	0	0	0	1	1	1	1	0	1
Generally speaking and taking everything into account, do you think that what Nigel Farage is saying in this speech is right or wrong?		Right	99	90	99	99	98	42	33	47	45	38
		Wrong	1	3	1	1	1	47	56	43	48	47
		Don't know	1	7	0	0	1	11	11	11	7	15